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ONNINEN FINLAND

**A SUCCESS STORY BUILT ON
SERVING SOCIETY'S BASIC NEEDS**

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Managing Director, Onninen Finland



ONNINEN – MARKET LEADER IN TECHNICAL TRADE IN FINLAND



Largest wholesaler of
HEPAC, electrical,
refrigeration and
energy products



Fast, extensive logistics
services and customer-
oriented project services



Online store and other
digital channels offer
services 24/7

100% B2B business.

Over **36,000**
customer companies



Net sales in Finland

€1,132 million

Market share **44%**
in Finland

Approx.

1,450

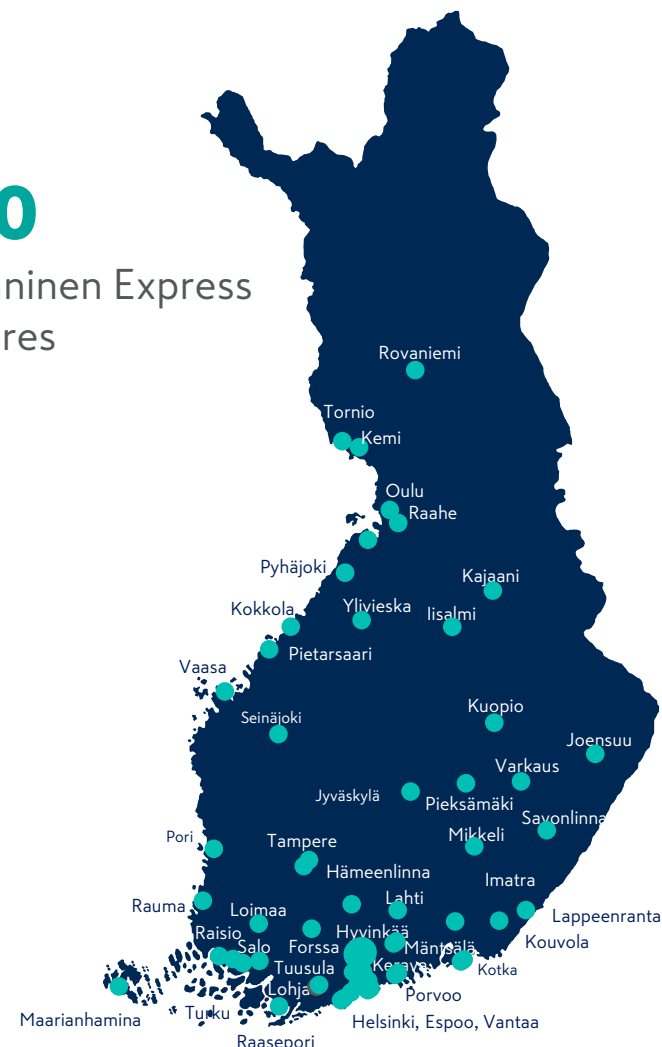
employees in Finland



Founded in **1913**

60

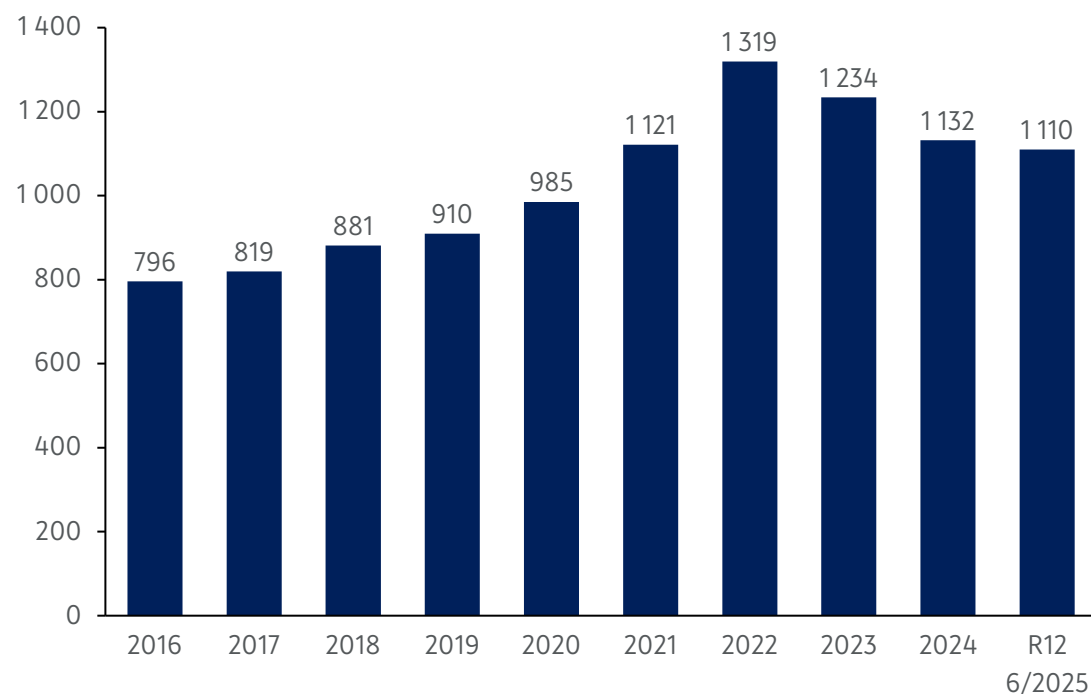
Onninen Express
stores



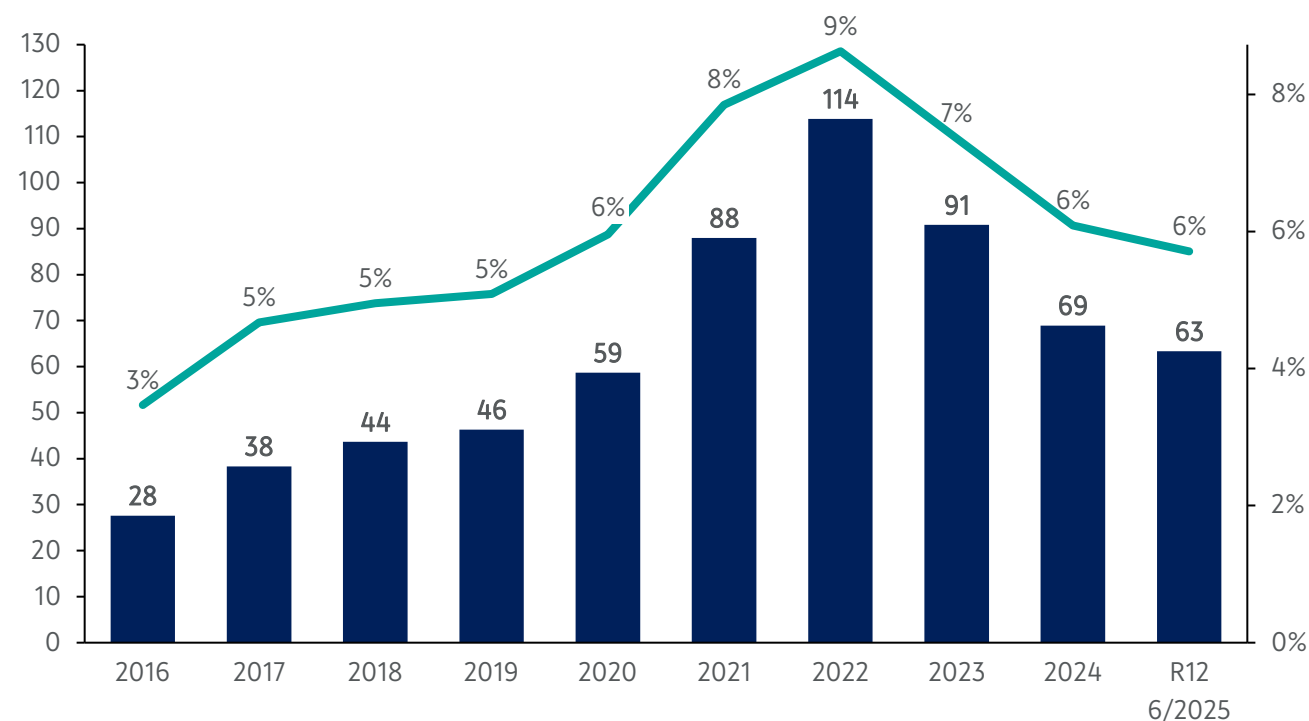
onninen 

STEADY DEVELOPMENT IN ONNINEN FINLAND NET SALES AND OPERATING PROFIT

NET SALES, FINLAND



OPERATING PROFIT, FINLAND



IFRS 16

■ Operating profit — Operating profit margin

CORNERSTONES OF ONNINEN'S SUCCESS

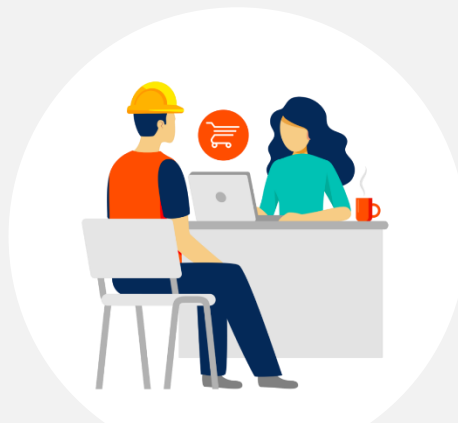
THE ROLE OF DIGITAL SALES
IS SIGNIFICANT

80%
of sales rows online



PROFESSIONAL SALES
ORGANISATION IS A SUCCESS
FACTOR

800
salespersons



STORE NETWORK SERVES LOCAL
PROFESSIONALS

60
Onninen Express stores across Finland



OUR CUSTOMERS

FOUR CUSTOMER GROUPS



TECHNICAL CONTRACTORS

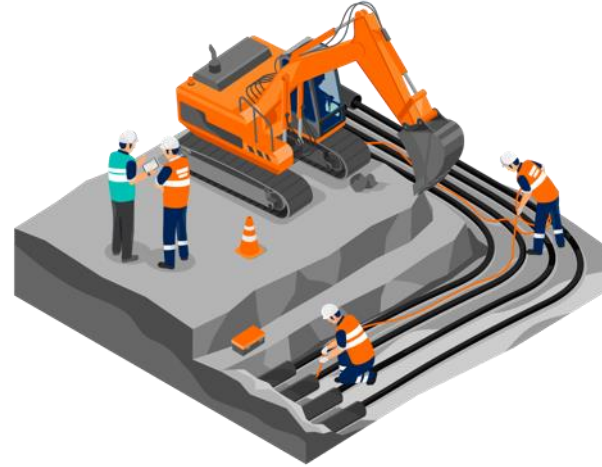
ELECTRICAL
HEPAC

Share of sales
50%



INDUSTRY

Share of sales
20%



INFRASTRUCTURE

Share of sales
20%



TECHNICAL PRODUCT RETAILERS AND OTHER BUSINESS CUSTOMERS

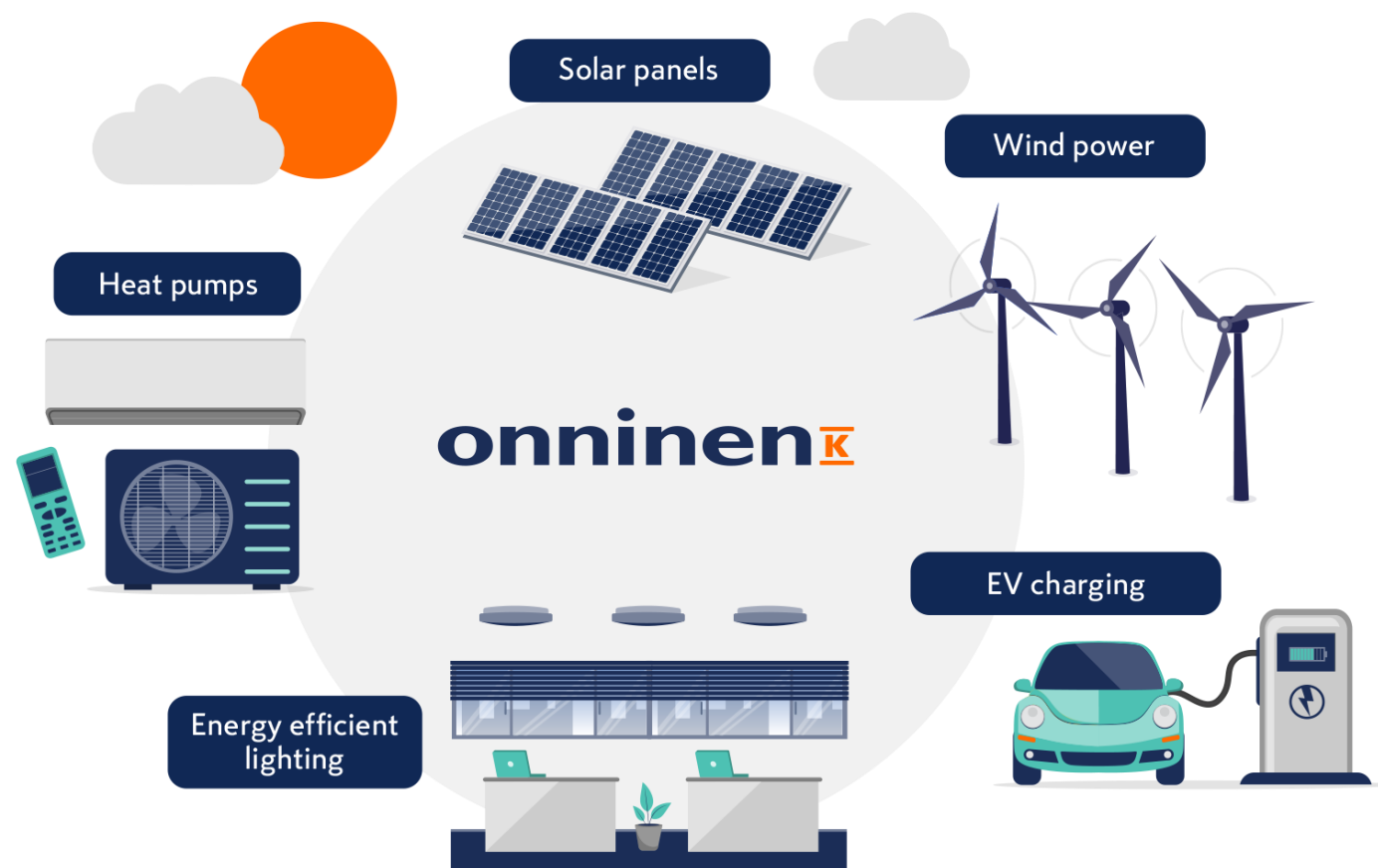
Share of sales
10%

OUR PRODUCT PORTFOLIO

MOST COMPREHENSIVE RANGE OF PRODUCTS IN THE INDUSTRY



PRODUCTS THAT PROMOTE THE GREEN TRANSITION AND IMPROVE ENERGY EFFICIENCY ARE AT THE CORE OF OUR RANGE



WHAT ARE OUR DIFFERENT CUSTOMER GROUPS BUYING?



...tools, workwear and protective equipment

**ONNINEN
SUPPORTS**

ITS INDUSTRIAL CUSTOMERS' CORE BUSINESS BY PROVIDING...



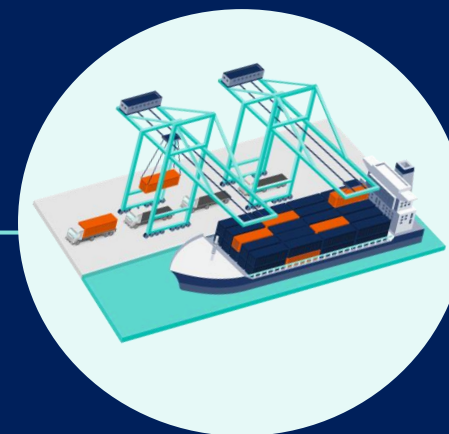
...industrial consumables, such as lubricants, tools and power transmission products



...steel pipes, fittings and valves



...cables, automation products, industrial luminaires and electrical components



...products for shipbuilding, including air-conditioning ducts and insulation materials



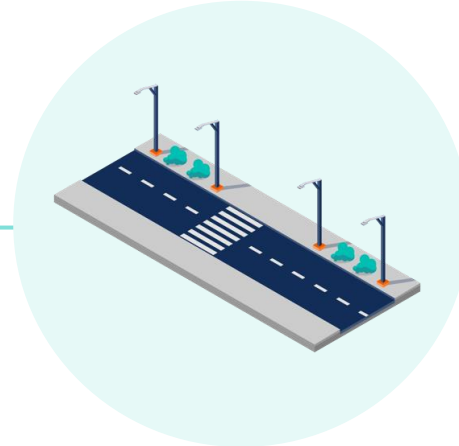
...pipes, valves and wells for
civil engineering



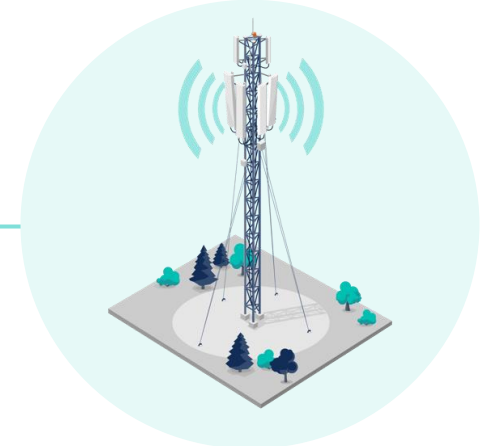
...panels, inverters and batteries
for renewable energy solutions



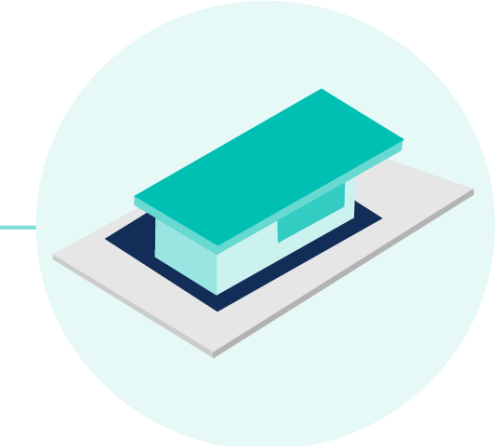
...cable extensions, batteries and network
automation products to improve security of
supply



...LED luminaires, poles and pole
bases for outdoor lighting



...data transmission products:
telecommunications products and
cables
for fixed and mobile networks



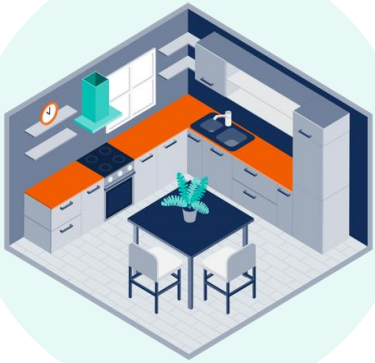
...cables, distribution cabinets
and transformers to ensure the
reliability of an electrical network

ONNINEN HELPS

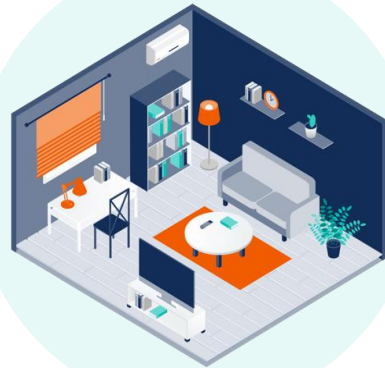
**ITS INFRA CUSTOMERS
BUILD A SUSTAINABLE
INFRASTRUCTURE
BY DELIVERING...**

**ONNINEN
SUPPORTS**

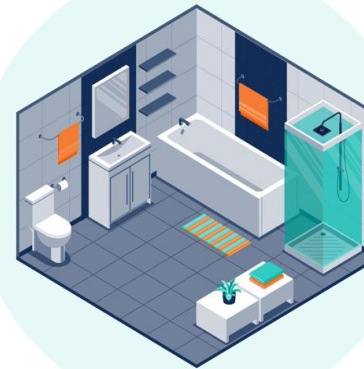
TECHNICAL CONTRACTORS' DAILY WORK BY PROVIDING...



...taps, sinks,
cooker hoods, radiators



...indoor lighting, heat pumps,
ventilation filters,
smart home products



...toilet seats, taps, towel radiators,
sinks, bathroom furniture



...solar panels, outdoor lighting, electric
vehicle charging, and
pumps and irrigation products

ONNINEN STRENGTHENS

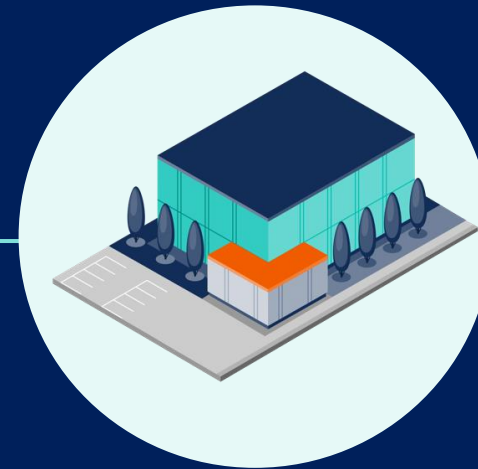
ITS RETAILER CUSTOMERS' COMPETITIVENESS BY PROVIDING...



...ventilation filters,
taps, toilet seats, electrical
accessories, LED luminaires, heat
pumps, pipes and wells



...installation tools, wheel weights, licence
plate fixing screws, paint shop grinding
accessories, lubricants and gaskets



...taps, ventilation filters, solar panels, LED
luminaires and electric vehicle charging
equipment

SERVICES THAT SUPPORT OUR CUSTOMERS' BUSINESS

MAKING THE WORK SMOOTHER FOR PROFESSIONALS



Logistics services

E.g. precision deliveries and carrying services



Work wear and prints



Click & collect

From Express, minimum time 2 hours



Product configurator tools



Service stocks



Tool rental



Project and purchasing services
for industry



Pre-installation and assembly



Support for offer calculation

EXTENSIVE DIGITAL SERVICES



Online store for
all Onninen
customers



Automated services for
repeat order customers:
EDI connections and
PunchOut solutions



OnniApp mobile
application for product
collection in
Onninen Express stores
and service warehouses



High-quality,
enriched technical
product information
to help professionals



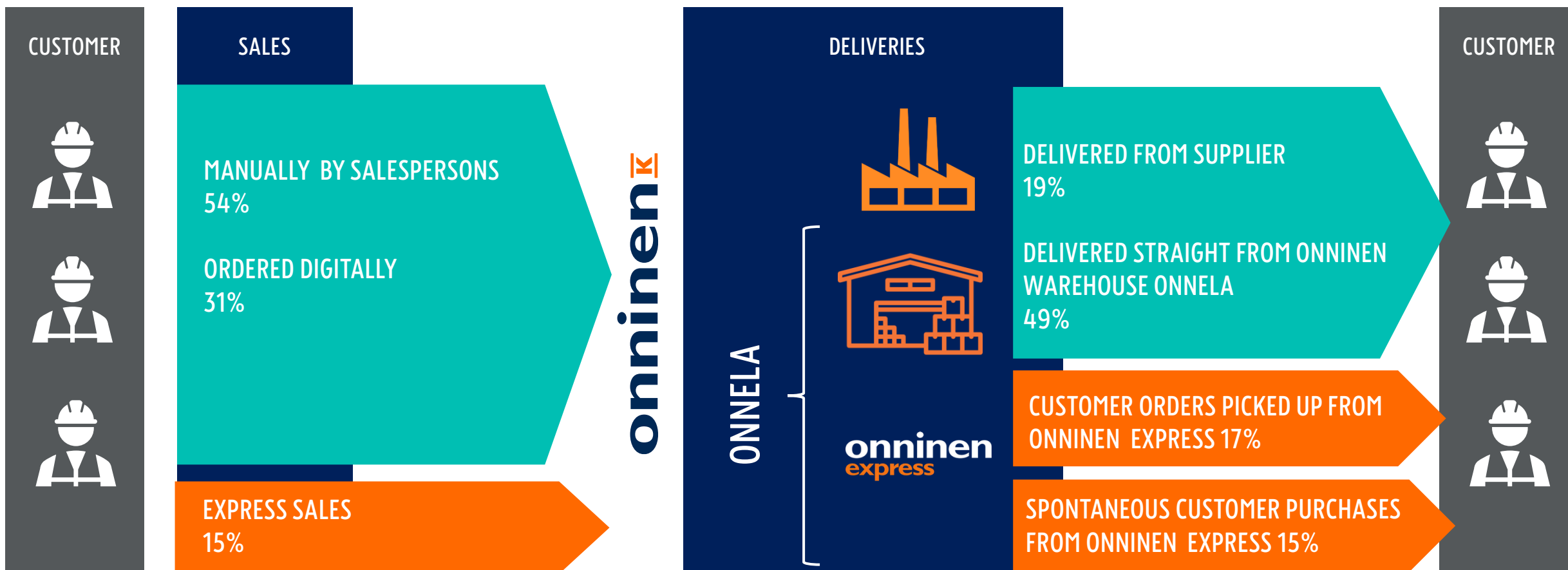
Additional services
and customer-
specific solutions,
such as integrations



Customer-oriented
development to make
shopping easier

HOW DOES ONNELA SERVE ONNINEN'S CUSTOMERS

80% OF ALL ONNINEN SALES DELIVERED FROM ONNELA – EITHER DIRECTLY OR THROUGH ONNINEN EXPRESS

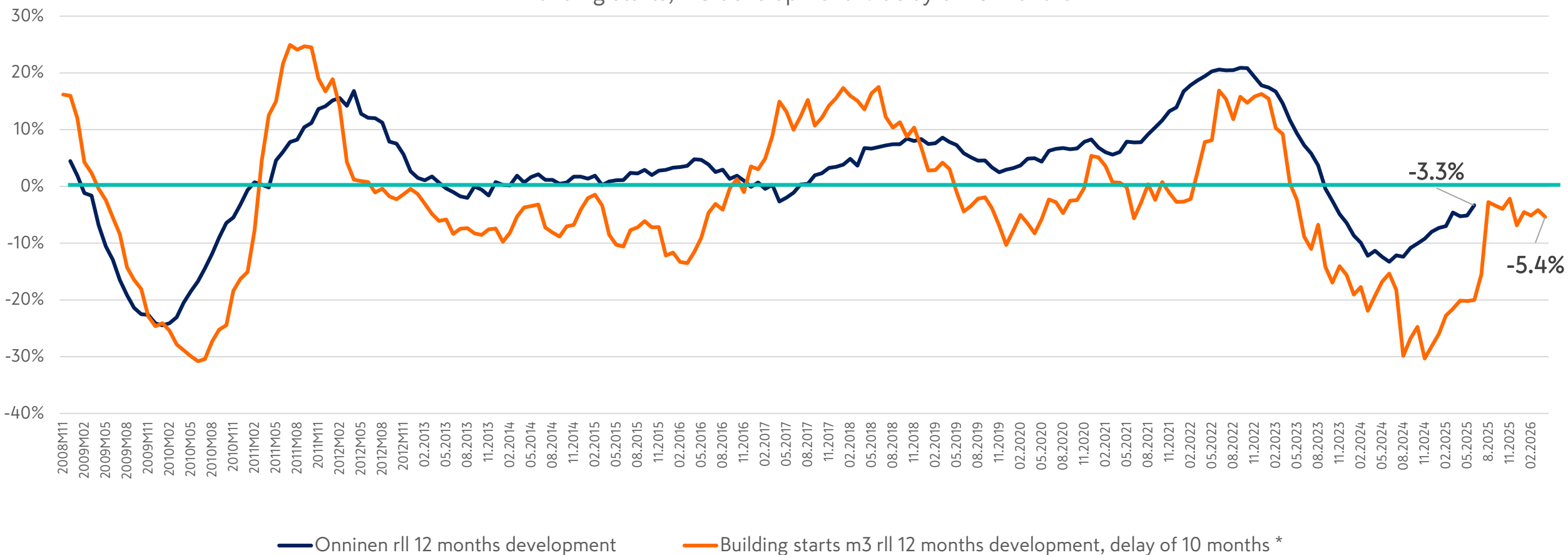


Figures 2024

THE MARKET IN FINLAND

BUILDING PRODUCTION RATES PREDICT ONNINEN FINLAND'S SALES (ROLLING 12 MONTHS)

Building starts, m3 development % delay of 10 months





**ONNINEN IS READY FOR
GROWING VOLUMES**

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